

2026 BROADLANDS LIVE! SPONSORSHIP



We look forward to showcasing your company in our community!



We are thrilled to announce our original summer concert series is back for another year of amazing music in 2026! This will be our 22nd season, and we are excited to offer a fun outdoor entertainment opportunity that is both family and budget friendly. This free BYOB concert series takes place at Hillside Park in the beautiful Broadlands community, held on the first Fridays of August, September, and October:

August 7th

September 4th

October 2nd

The Broadlands Live! committee is committed to promoting these popular shows through various channels, including road signage, social media campaigns, the HOA website, the monthly magazine, and weekly email blasts. This pre-eminent community event attracts hundreds of Broadlands residents and their guests. Sponsoring our successful series will provide your company with a unique, engaging, and cost-effective opportunity to build your brand with families residing in Broadlands.

Broadlands Live! is free to the community and loyally attended by mixed demographics, resulting in a high level of exposure and recognition for our sponsors. Our concerts feature fun, free summer entertainment that appeals to all ages, offering a range of musical genres and entertainment. We also feature food trucks, activities, and outdoor amenities that attract family members of all ages, ensuring something for everyone and a wonderful time for all!

Broadlands Live! focuses on building relationships between local businesses and their customer base in a fun, low-pressure, interactive atmosphere.

A variety of sponsorship options are available to fit any organization's budget, allowing them to align with one of the most popular and long-standing events in Ashburn while receiving valuable recognition as a community supporter.

- **Positive print impressions** through our targeted event marketing campaign via the Broadlands magazine and banners at the event.
- **Digital impressions** via various web and social media outlets, including message boards, Facebook (over 2,000 followers and growing), Instagram, and the Broadlands community website.
- **Build a positive image** for your company as a community-supporting business among an active family demographic.
- **Increase exposure** of your product and/or services to **Broadlands Live!** patrons.
- **Capitalize on the hours of engagement** available to your company with every patron at each of the concerts – you are welcome and encouraged to bring promotional items or activities to involve attendees.

BROADLANDS LIVE! SPONSORSHIP SPACE IS LIMITED

Please review the following sponsorship package to become part of our flagship concert series and contact us today to secure your sponsorship at broadlandslive@broadlandshoa.com.



2026 SPONSORSHIP LEVELS

PRESENTING GOLD SPONSOR – \$3,000 (exclusive)

As a Presenting Gold Sponsor of Broadlands Live! summer concert series, your company will receive the highest visibility and positioning. This is an exclusive sponsorship, with only one sponsor permitted for the season. Your company will be recognized as the principal sponsor of Broadlands Live! Your company will be:

- highlighted in all print and digital marketing materials as a Presenting Gold sponsor for Broadlands Live! 2026, including our full-page event ad in the Broadlands magazine (print and digital), message boards, and the Broadlands community website
- featured with your logo on Broadlands Live! banners, Broadlands website, Facebook, and Instagram
- given a clickable logo on <https://www.broadlandshoa.org/broadlands-live/> that takes website visitors to your business website or social media page of your choosing
- thanked with monthly social media “shout-outs” throughout the season, promoting your company and community support
- thanked multiple times on stage during each show by the emcee
- provided with a 10’ x 10’ booth space (tent with a table and 2 chairs) at each show, where you can present information, promotional items, demos, etc., about your business
- receive two 60-second spots on stage at each show to promote your business, do a raffle or giveaway, etc.

We will be happy to customize this sponsorship to meet your needs. A maximum of 1 sponsor is accepted.

SILVER SPONSOR - \$1,800

As a Silver Sponsor, your company will receive highlighted recognition as one of the major sponsors of Broadlands Live!

Your company will be:

- highlighted in all print and digital marketing materials as a silver sponsor for Broadlands Live! 2026, including our full-page event ad in the Broadlands magazine (print and digital), message boards, and the Broadlands community website
- featured with your logo on Broadlands Live! banners, Broadlands website, Facebook, and Instagram pages
- given a clickable logo on <https://www.broadlandshoa.org/broadlands-live/> that takes website visitors to your business website or social media page of your choosing
- thanked with social media “shout-outs” throughout the season, promoting your company and community support
- thanked on stage during each show by the emcee
- provided with a 10’ x 10’ booth space (tent with a table and 2 chairs) at each show, where you can present information, promotional items, demos, etc. about your business
- receive one 60-second spot on stage at one show to promote your business, do a raffle or giveaway, etc.

ENTERTAINMENT SPONSOR - \$1,000

As an Entertainment Sponsor, your company will be recognized as a valuable supporting sponsor throughout the month of your sponsorship. The entertainment vendor(s) shall be chosen and contracted by Broadlands Live! committee.

Available Entertainment sponsorships:

1. **Face Painter(s):** will contract a professional party makeup artist for 2-3 hours who can create artistic face painting (preferably in less than 5 minutes per patron) at each show. FREE OF CHARGE at concerts.
2. **Balloon Twister(s):** will contract a professional balloon animal twister for 2-3 hours. FREE OF CHARGE at concerts.
3. **Other entertainers may be added as suggested or appropriate.**

Your company will receive:

- signage at the show highlighting the entertainment vendor as “Brought to you by <your company>”
- mention as an Entertainment sponsor for Broadlands Live! with our full-page event ad in the Broadlands magazine (print and digital)
- featured with your company name on <https://www.broadlandshoa.org/broadlands-live/>, Facebook and Instagram pages
- thanked on stage during the show by the emcee
- provided a 10’ x 10’ booth (tent, table, and two chairs) at each show to present information, promotions, and demos about your business.



2026 BROADLANDS LIVE! SPONSORSHIP AGREEMENT

DEADLINE: Friday, May 15, 2026

(To ensure inclusion in all marketing and promotional materials.)

SPONSOR CONTACT INFORMATION

Sponsor Company Name:

Sponsor Company Contact(s):

Street Address:

Phone Number:

Email:

SPONSOR'S ACKNOWLEDGEMENTS

(BUSINESS/CORPORATE NAME)

agrees to sponsor the series as one of the following sponsors:

GOLD (\$3,000) SILVER (\$1,800) ENTERTAINMENT (\$1,000)

In signing this agreement, I understand that Broadlands Live! is an outdoor concert series and events will be held, weather permitting. Participation is voluntary, and the Broadlands Association is not responsible for lost or damaged goods or property. I also understand that my sponsorship fee for the event series is non-refundable even if one or more events must be canceled/changed due to inclement weather.

Signature: _____ Title: _____

Date: _____ Amount Paid: \$ _____



1. Email this form to broadlandslive@broadlandshoa.com
2. Pay online using this link: www.paypal.com/ncp/payment/B4KHYSABRBYPS OR scan the QR Code.
Or for check payments, please make payable to: **Broadlands Association, Inc.** (memo: Broadlands Live!) and mail with form to: Broadlands Association, Inc. 21907 Claiborne Parkway, Broadlands, VA 20148

Office Use Only:

Date Received: _____ Check # _____ Paypal

Notes: _____